

Awards

Education Provider of the Year

Principal Financial Group

Monica Kirgan, v.p. of individual investor markets

Principal has been working to tailor education that makes it easier for participants to enroll. The materials are designed around the stage of life of a participant rather than looking strictly at asset allocations and investment choices. The firm has also focused on one-on-one meetings with participants.

Financial Finesse

Liz Davidson, CEO

This Manhattan Beach, Calif.-based firm has no proprietary financial products, which eliminates conflicts of interest. It also instituted a program of visiting plan sponsors and offering one-on-one sessions with participants. The firm has also included long-term financial planning that goes beyond getting people into the 401(k) plan and asking about how employees allocate expenses, integrating retirement with events such as buying a home.



Liz Davidson

MFS Retirement Services

William Shaw, director of marketing

A number of big plan sponsors, such as **Harrah's Entertainment**, **MGM Mirage** and **Schottenstein Stores**, hired MFS because of its education offerings. MFS provided not only aggressive mailings to get people in to the plans, but worked with sponsors in tailoring the campaigns for individuals. The firm was willing to help figure out what areas would be the most effective to target and is willing to try to reach employees every month as opposed to only at the enrollment meetings. In the case of Schottenstein, the firm has managed to bring participation up and get a level of diversification that is unusual in the retail industry.



William Shaw